



SOUTH BAY CENTER

puts the
FUN back
in shopping!

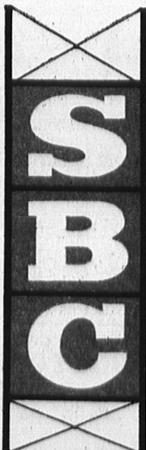


- Rancho Music Box
- Motherhood Shops
- Bakemasters South Bay
- South Bay Liquors
- Center Stationers
- Sweet 'N Eat Shoppe
- J. J. Newberry Co.
- Leeds
- Chic Accessories
- Children's Fair
- GallenKamp's
- Modern Woman
- Randall's Shoes
- Adlee's
- Vitamin Bay
- Beacon Cleaners & Dyers

- Pavner Barber Shop
- The Hair Stylists
- South Bay Shoe Repair
- Ralphs
- Bank of America
- Thrifty Drugs
- Dr. G. J. Irvine, Opt.
- A-1 Photo Service
- Children's Shoeland
- Helen Grace Candies
- Hartfield's
- Wragg's for Men
- Innes Shoes
- Lawson's Jewelers
- Jaxsons
- Moran's Draperies
- Harris & Frank
- South Bay Bowling Center
- Union Oil Service
- And May Co.
- Coming Soon!

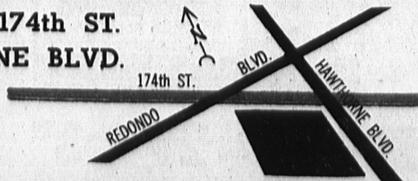
... it's a family affair

It's a whole family of modern shops and stores . . . the fabulous new SOUTH BAY CENTER! 35 stores in all . . . just jammed with an endless array of fascinating merchandise for your whole family. Happy shopping days are here . . . with true one-stop shopping . . . sheltered, shaded walks . . . cool, air-conditioned comfort . . . and 5,400 convenient parking spaces! Make opening day a family affair for your happy brood!



SOUTH BAY CENTER

CORNER OF 174th ST.
& HAWTHORNE BLVD.



GRAND OPENING
Thursday, AUGUST 22nd

SENSATIONAL GRAND PRIZE - 1957 FORD

(Courtesy Les Bacon & Sons, Hermosa Beach)